

AGENDA ITEM V B

PROGRESS REPORT ON CONDITIONALLY APPROVED PROGRAM

SOUTHERN UNIVERSITY-BATON ROUGE

BACHELOR OF SCIENCE IN ELECTRONIC BUSINESS

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BACKGROUND INFORMATION

At its meeting in January, 2004, the Board of Regents acted as follows:

Approval is granted for the proposed Bachelor of Science in Electronic Business program (CIP 52.1205) at Southern University and A&M College, effective immediately. By August 1, 2005, the University shall submit to the Commissioner of Higher Education an implementation report addressing the program's enrollment, budget, and contingency funding plans.

STAFF ANALYSIS

With specific regard to items cited above, SUBR provided the information which follows.

Program Enrollment

Projected Enrollment Capacity, Enrollees, Graduates

	<i>Yr 1 04-05</i>	<i>Yr 2 05-06</i>	<i>Yr 3 06-07</i>	<i>Yr 4 07-08</i>	<i>Yr 5 08-09</i>	<i>Yr 6 09-10</i>
<i>Enrollment Capacity</i>	200	200	200	200	200	200
<i>Number of Enrollees</i>	25	30	30	50	60	70
<i>Number of Graduates</i>	0	0	6	7	7	12
<i>Number of FTE</i>	12.5	15	15	25	30	35

In its report, the University indicated that ten students are estimated to have chosen E-Business as a major, although the College of Business does not have exact numbers of declared majors at lower levels. There are approximately 1,200 students at all levels who are declared or intended business majors.

Enrollment in E-BIZ courses for past and current semesters are shown below.

<i>Course #</i>	<i>Description</i>	<i>Fall 2004</i>	<i>Fall 2005</i>
EBIZ 340	Management of Business Database	24	19
EBIZ 341	Develop Business Info Systems	24	22
EBIZ 441	Electronic Commerce	18	19
EBIZ 444	Online Payment Syst & Security	(Not offered)	3

<i>Course #</i>	<i>Description</i>	<i>Fall 2004</i>
EBIZ 410	Supply Chain Management	9
EBIZ 440	Decision Support for Management	16
EBIZ 442	Business-to-Business E-Commerce	12

SUBR reports that enrollment in the EBIZ courses are comparable to those of other degree programs in the college. This suggests that many students are probably pursuing other majors, but desire E-Business knowledge. From internal review, it has been determined that current enrollment is predominantly students pursuing BS degrees in Management or Computer Science. The freshman class entering the University in the Fall 2004 when the E-Business program was initiated would not be able to enroll in EBIZ courses until the fall of 2006, because of pre-requisite courses and the requirement that a student must be classified as a junior to be able to enroll in any major course in the College of Business.

The Department of Management, Marketing and E-Business as well as the College of Business are aggressively promoting the E-Business program to prospective students from Louisiana as well as out of state. Alumni associations across the country have been instrumental in promoting E-Business and other programs offered by the College.

Program Budget

The budget which follows was provided by SUBR.

Expenses	Yr 1 (04-05)	Yr 2 (05-06)	Yr 3 (06-07)	Yr 4 (07-08)	Yr 5 (08-09)	Year 6
E-Business Faculty (2FTE)	174,500		174,500	174,500	174,500	174,500
Fringe Benefits (@27.89%)	43,712	174,500				
		48,668	48,668	48,668	48,668	48,668
Professional Development			5,000	5,000	5,000	5,000
		5,000				
Library & Software Acquisitions			25,000	25,000	25,000	25,000
		25,000				
Travel	5,000		5,000	5,000	5,000	5,000
		5,000				
Operating Services	5,000		5,000	5,000	5,000	5,000
		5,000				
Supplies	10,000		10,000	10,000	10,000	10,000
		10,000				
Total Expenses	\$238,212	\$273,168	\$273,168	\$273,168	\$273,168	
Projected Revenues:						
Tuition & Fees*	49,025		58,830	98,050	117,660	137,270
		58,830				
State Funds @\$2,511/FTE	62,775		75,330	125,550	150,660	175,770
		75,330				
Governor's I.T. Initiative	219,500					
		175,000				
Title III Funding	100,000	100,000	150,000	150,000	150,000	150,000
Total Projected Revenues	\$431,300	\$409,160	\$284,160	\$373,600	\$418,320	\$463,040

Total Projected Costs	\$238,212	\$273,168	\$273,168	\$273,168	\$273,168	\$273,168
Total Revenues Over Costs	\$193,088	\$135,992	\$10,992	\$100,432	\$145,152	\$189,872

Current tuition is \$1,796 for full-time, in-state students. Out-of-state tuition is \$2,896. Assumes 15% of students will be from out-of-state.. Also, based on 9-month regular semesters only.

Contingency Funding Plan

The Governor's IT Initiative (CITI) presently supports two E- Business faculty and a technology support position. SUBR has received Title III monies to provide software and equipment needs for the E-Business program. The University plans to move the salary budget for personnel currently supported by CITI to personnel lines in the state budget, should the current CITI project be discontinued. The undergraduate E-business program was approved in 2004; hence, it continues to evolve. SUBR is moving to adjust the program as in response to changing market forces. Additional time is needed to build enrollment in the program. Once enrollment has developed to a sufficient level, the faculty lines can be shifted to the College of Business. Additionally, if a proposed MBA program is approved and implemented, funding opportunities for the College will be enhanced.

STAFF SUMMARY

At the time that the progress report was prepared, the program in E-Business had been in place for two semesters at SUBR. It should be noted that undergraduates at the University cannot enroll in business courses until they have achieved junior-level standing. Consequently, it is too early to determine whether the program is progressing appropriately and meeting the needs of the students.

The staff notes that the curriculum for the B.S. program in E-Business is currently being revised to reflect the needs of industry. Based upon interactions with industry representatives, the faculty opines that there is a growing need for expertise and practitioners in the area of supply-chain management, particularly as it relates to the use of information technology. Consequently, the initial curriculum is being revamped to include a more significant component in supply-chain management. When the revised curriculum is implemented, the title of the program is expected to be changed to Bachelor of Science in Electronic Business/Supply Chain Management.

STAFF RECOMMENDATION

The staff recommends that the Academic and Student Affairs Committee receive the August 2005 Report from Southern University and A&M College Relative to Implementation of the Bachelor of Science in Electronic Business Program. The next progress report shall be due January 15, 2007.